



# Department of Tourism

## Agency Dashboard Performance

### Economic Development

#### Increase the economic impact of visitor spending on Wisconsin's economy

**Metric Definition** The total of direct, indirect and induced visitor spending.



Goal Met	Current	Previous	Target	Trend
	\$20.0 billion	\$19.3 billion (2015)	\$20 billion	

**Reporting Cycle** Annual (calendar year)

**Additional Details** Spending is defined as follows: direct (visitor spending on recreation, lodging, and attractions); indirect (expenditures to business sectors that support tourism wholesalers, farmers, publishing); and induced (benefits to the economy as tour employees spend money earned in the local economy). Research is conducted by Longwoods International and Tourism Economics and will be available next quarter 2016.

#### Generate earned media to promote travel opportunities in WI

**Metric Definition** Value of media coverage earned based on cost to buy an ad in the same space.



Goal Met	Current	Previous	Target	Trend
	\$82.0M	\$50.3 million	\$62 million	

**Reporting Cycle** Quarterly (April 1, 2017-June 30, 2017)

**Additional Details** Target is annual. This has an impact on the state economy, job creation, and elevates budget to be competitive with other states. There are seasonal fluctuations in media coverage.

#### Increase visitor spending from international markets

**Metric Definition** Economic impact/visitor spending of international and Canadian visitors.









Goal Met	Current	Previous	Target	Trend
	\$650 million	\$550 million (2015)	\$700 million	

**Reporting Cycle** Annual (calendar year)



**Additional Details** Research is conducted by Longwoods International and Tourism Economics and will be available next quarter.

#### Increase economic impact of meetings, conventions, and sporting events

**Metric Definition** Increase the number of sales leads generated through shows attended.

Goal Met	Current	Previous	Target	Trend
	79	68	100	
Reporting Cycle	Annual (calendar year)			
Additional Details	This is a tourism industry cooperative effort with the destination interested in ho meetings, conventions, and sporting events. There are fluctuations depending o season.			
Reform and Innovation				
Fans who like Travel WI Facebook page				
Metric Definition	Number of fans who like the <a href="#">Travel WI Facebook Page</a> .			
Goal Met	Current	Previous	Target	Trend
	456,615	447,323	450,000	
Reporting Cycle	Quarterly (April 1, 2017-June 30, 2017)			
Additional Details	Social media is an effective communication channel and consumers expect bran provide information in this manner. There are seasonal fluctuations and are dep marketing plans.			
Increase visits to travelwisconsin.com				
Metric Definition	People who visit <a href="#">travelwisconsin.com</a> for events, articles, and seasonal reports.			
Goal Met	Current	Previous	Target	Trend
	1.9 million	1.9 million	2 million	
Reporting Cycle	Quarterly (April 1, 2017-June 30, 2017)			
Additional Details	Traditional marketing along with innovative email, digital, and content marketin driving traffic to our website to get more information. There are seasonal fluctua number is up from the same period last year.			
Efficient and Effective Services				
Customer service training				
Metric Definition	Number of individuals trained in customer service.			
Goal Met	Current	Previous	Target	Trend
	751	481	265	
Reporting Cycle	Quarterly (April 1, 2017-June 30, 2017)			
Additional Details	Exceptional customer service enhances the visitor experience in Wisconsin. Peop come from many economic sectors including health care, finance and insurance.			
Community tourism assessments				

**Metric Definition** Number of completed destination assessments.

Goal Met	Current	Previous	Target	Trend
	1	1	3	



**Reporting Cycle** Quarterly (April 1, 2017-June 30, 2017)

**Additional Details** Through a strategic planning process, tourism amenities are identified and development projects planned.

## Customer/Taxpayer Satisfaction

### Decrease time spent by grant applicants on preparing and submitting grants

**Metric Definition** Average rating on a scale of 1-5 of the ease of use of the online grant application

Goal Met	Current	Previous	Target	Trend
	4.62	n/a	4.50	

**Reporting Cycle** Quarterly (April 1, 2017-June 30, 2017)

**Additional Details** A new system for online grant submission launched in July 2015. Tourism awarded new and existing events, sales promotions, destination marketing, sports, meetings, convention promotion, and for the Tourism Information Center.

## Open and Transparent Government

### Total number of public records requests received

**Metric Definition** Total number of [public records](#) requests received from 12am CST, April 1, 2017 to

Current	Previous	Trend
0	N/A	N/A

**Reporting Cycle** Quarterly (April 1, 2017 - June 30, 2017)

**Additional Details** Executive Order #235 requires agencies to post public records metrics. Requests received verbally or in writing and are logged by the agency when received. This quarter reporting this metric. Previous and trend will not be available until the next reporting cycle.

### Total number of public records requests completed

**Metric Definition** Total number of [public records](#) requests completed from 12am CST, April 1, 2017 to

Current	Previous	Trend
0	N/A	N/A

**Reporting Cycle** Quarterly (January 1, 2017 - March 31, 2017)

**Additional Details** Executive Order #235 requires agencies to post public records metrics. Completion means no further action is required by the agency. Requests completed during the reporting cycle may have been initiated during a previous quarter. This is the first time reporting this metric. Previous and trend will not be available until the next reporting cycle.

**Average time taken to fulfill public records requests**

**Metric Definition** Total time taken (in business days) to fulfill [public records](#) requests divided by the

Goal Met	Current	Previous	Target	Trend
n/a	n/a	N/A	Set by Agency	N/A

**Reporting Cycle** Rolling average updated quarterly (April 1, 2017 - June 30, 2017)

**Additional Details** Executive Order #235 requires agencies to post public records metrics. This metric reports the number of public records requests fulfilled this quarter although the requests may have been initiated in a previous quarter. Weekends, legal holidays, time spent waiting due to an open investigation, time spent waiting for payment of invoices, and time spent waiting for clarification from requestor are not counted in total business days. Requests received after June 30, 2017 are not included in this reporting cycle.

**Percentage of public records requests acknowledged within one business day**

**Metric Definition** Percentage of [public records](#) requests sent to the agency's primary public request inbox and acknowledged by the next business day (received from 12am CST, April 1, 2017 through 11:59pm June 30, 2017).


Goal Met	Current	Previous	Target	Trend
n/a	n/a	N/A	100%	N/A

**Reporting Cycle** Quarterly (April 1, 2017 - June 30, 2017)

**Additional Details** This does not include requests sent via channels other than the primary public request inbox. Acknowledged is defined as a response sent back to requestor by the next business day. Business days do not include weekends or legal holidays. This is the first quarter reporting this metric. Previous and trend will not be available until the next reporting cycle.

**Percentage of current employees completing public records training**

**Metric Definition** Percentage of current employees that completed public records training by March 31 of each calendar year.


Goal Met	Current	Previous	Target	Trend
	100%	N/A	100%	N/A

**Reporting Cycle** Annual (March 1, 2016 - February 28, 2017)

**Additional Details** Public records training is available to state employees via our enterprise learning management system. All state employees (permanent, project, and limited term) are required to complete this training. This metric is measured annually on March 1 of each year for employees that started before February 1. Data does not include employees who completed the training, but left employment before the end of the reporting cycle. Previous and trend will not be available until the next reporting cycle.

**Percentage of new employees completing public records training**

**Metric Definition** Percentage of new employees that completed public records training within 30 days of their start date.

Goal Met	Current	Previous	Target	Trend
	100%	N/A	100%	N/A


**Reporting Cycle** Rolling average updated quarterly (April 1, 2017 - June 30, 2017)

**Additional Details**

Public records training is available to state employees via our enterprise learning management system. All new state employees (permanent, project, and limited) are required to complete the training within 30 calendar days of their start date. This is the first quarter reporting this metric. Previous and trend will not be available until the next reporting cycle.

**Percentage of exiting employees that received notice of public records retention obligations**

**Metric Definition** Percentage of exiting employees that received notice of public records retention obligations

Goal Met	Current	Previous	Target	Trend
	100%	N/A	100%	N/A

**Reporting Cycle** Quarterly (April 1, 2017 - June 30, 2017)

**Additional Details** It is required that all exiting employees receive notice of public records retention obligations on or before last day of employment. This is the first quarter reporting this metric. Previous and trend will not be available until the next reporting cycle.

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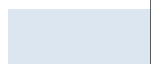
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